

Ornamentals News

Ball FloraPlant's Black Petunia wins Fleuroselect award



by Jack Sidders
Ball FloraPlant's Black Petunia wins Fleuroselect award - image: Fleuroselect
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The Fleuroselect Industry Award 2010 has been won by Petunia x hybrida 'Phantom' from Ball FloraPlant.

The black cutting-raised Petunia with yellow star pattern was given the nod at the organisation's annual gala dinner in Bydgoszcz in Poland earlier this month.

The 28 international judges selected the winner from among seven entries.

Fleuroselect president Nils Klemm and chairman of the awards committee Jan Sijm presented the award to Ball FloraPlant's Jean-Francois Ignasse.

A Fleuroselect statement said: "It was the unique colour of this Petunia that won over the experts. Ball FloraPlant has grown a real eye-catcher in 'Phantom', was the judges' conclusion. It is a plant with a genuine "WOW!" effect and no comparison."

The plants velvety petals are almost black and feature a striking yellow star centre.

It was bred by Ball FloraPlant's Jian Ping Ren and is distributed in Europe by Florensis, Graines Voltz and Ball Colegrave.

In addition to Ball FloraPlant's Petunia x hybrida 'Phantom', the other contenders were: Calibrachoa 'MiniFamous® Double Pink' and Pelargonium zonale 'Sunrise® XL Evita' from Selecta Klemm, Gerbera hybrid 'Grandèra® Bright Red' of Kieft-Pro-Seeds, and Verbena 'Compact Lascar® Pink' also from Selecta Klemm. Alcea rosea annua 'Spring Celebrities Crimson' from Takii and a red Penstemon hartwegii from Syngenta Flowers did not flower on time for the final round of judging in week 24, due to the dark spring conditions.

The independent team of judges is comprised of experts from the cultivation, production and retail sectors, specialist journalists and marketing professionals, who award points for commercial performance and innovation.